Business Requirements Document (BRD)

Project: Customer Feedback System Implementation

1. Executive Summary

This project aims to introduce a customer feedback system into the e-commerce website. The system will enable customers to rate products and leave comments on their purchases. This will improve product transparency and help other customers make informed decisions.

2. Background and Current State

Currently, the e-commerce website does not allow for product feedback, limiting the ability of customers to see ratings or reviews from others. Implementing a feedback system will not only add valuable insight for customers but also provide the company with information to improve product offerings.

3. Objectives

- To allow customers to provide feedback on purchased products.

- To display average product ratings and recent reviews.

- To gather insights on customer satisfaction and areas of improvement.

4. Scope

The scope includes:

- A feedback form allowing users to rate products and leave comments.

- A display system showing average ratings, recent reviews, and feedback details.

- A backend system for managing and moderating customer feedback.

Out of Scope:

- Automatic sentiment analysis (to be considered in future versions).

- Integration with external social media platforms.

5. Functional Requirements

- FR1: Users should be able to leave ratings (1 to 5 stars) for purchased products (High).

- FR2: Users should be able to leave a comment along with their rating (High).

- FR3: Recent reviews should be displayed on the product page (High).

- FR4: Users should be able to view average ratings on product listings (Medium).

- FR5: Admins should be able to moderate reviews (approve/delete) (High).

6. Non-Functional Requirements

- NFR1: The feedback system should respond within 3 seconds for all user interactions (High).

- NFR2: Reviews should be stored securely with regular backups (High).

- NFR3: The system should handle a large volume of feedback, supporting high traffic (Medium).

7. Assumptions

- Only registered users who purchased a product can leave feedback.

- All feedback is subject to moderation before going live.

8. Risks and Mitigations

- Risk: Potential misuse of the feedback system (spam or inappropriate comments).

- Mitigation: Implement moderation and filtering rules to manage inappropriate feedback.

9. Success Criteria

- Customers can submit ratings and reviews on products.

- Product pages display real-time feedback summaries and recent reviews.

- Admins can moderate and manage feedback effectively.

10. Appendix

- Glossary of Terms

- System Flow Diagrams and Use Cases